

ABA in Washington: A Capital Success

Casing the New Lineups in AV • The Changing World of Book Manufacturing: A PW Seminar Report
Fall Previews: New Books by Bestselling Writers • Publishing in the Lone Star State

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING JUNE 19, 1987 \$2.50

A CAHNERS/R.R. BOWKER PUBLICATION

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JUNE 19, 1987

\$2.50

Donald Barthelme

Art Buchwald

Robin Cook

Brendan Gill

W. E. B. Griffin

Dan Kiley

Stephen King

Dean R. Koontz

Elizabeth Taylor

Temptations

PUTNAM▶

*****5-DIGIT 20A14
 FEB820819 03 0092
 PM AQ97W ACCIDENTAL INFO SVC
 CONGRS RESSESS HWY
 4520
 BETHESDA, MD 20814

THE NEW BREED

W.E.B. Griffin

The phenomenally successful *Brotherhood of War* saga—with 3.3 million copies in print—continues with a magnificent new novel of heroism and adventure. "Griffin is a storyteller in the grand tradition."—Tom Clancy. September/0-399-13305-4/\$16.95/A Literary Guild Alternate/A Doubleday Book Club Alternate/A Main Selection of Military Book Club/Easelback available

WHAT TO DO WHEN HE WON'T CHANGE

Getting What You Need From the Man You Love

Dr. Dan Kiley

From the author of the watershed bestseller *The Peter Pan Syndrome* comes an astonishingly effective, action-oriented book for every woman who's ever asked: "Now that I've got him, how do I live with him?" September/0-399-13324-0/\$16.95/A Troll Book Club Featured Alternate/First Serial Rights sold to *Cosmopolitan*

FORTY STORIES

Donald Barthelme

From the author of "some of the best stories of the last twenty years" (Walter Clemons, *Newsweek*), this collection of forty new short masterpieces proves once again that "if any contemporary writing survives the next century, Barthelme's prickly, hilarious stories will be there."—*People*. September/0-399-13299-6/\$17.95

MANY MASKS

A Life of Frank Lloyd Wright

Brendan Gill

Bestselling author and famed critic Brendan Gill gives us the fullest, fairest, and most engrossing account yet of America's greatest architect—Frank Lloyd Wright. October/0-399-13232-5/\$22.95/First Serial Rights sold to *The New Yorker*

I THINK I DON'T REMEMBER

Art Buchwald

The renowned chronicler of Washington's quirks and foibles collects all the good and bad news of the last two years—as best he can remember it—to provide us with his most hilarious and hard-hitting collection ever! October/0-399-13325-9/\$16.95

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division. William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President; Publishing Operations, J. J. Walsh, Financial Vice President; Magazine Division, Thomas J. Dellamaria, Vice President; Production & Manufacturing, Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Segel, President. Copyright © 1987 by Reed Publishing, USA. Saul Goldwetz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Kravoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A. 1 year \$91, 2 years \$182, 3 years \$273, outside U.S.A. 1 year \$177, 2 years \$354, 3 years \$531. Air delivery rates upon request. Single copy \$2.50, announcements \$5.95 each. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. Address editorial and advertising correspondence to 205 East 42nd Street, New York, NY 10017, telephone 212-916-1600, telex 12-7703. Address circulation correspondence and changes of address to Publishers Weekly, P.O. Box 1979, Marion, OH 43302, telephone 1-800-431-1713, in Ohio 614-363-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. POSTMASTER: Send address changes to Publishers Weekly, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA. Specialized Business and Consumer Magazines for Building & construction, Interior Design, Electronics & Computers, Foodservice & Lodging, Manufacturing, Book Publishing & Libraries, Medical/Health Care, Child Care & Development.

Publishers Weekly

VOLUME 231 NUMBER 24
ISSN 000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

June 19, 1987

PUBLISHER

Neil A. Perlman

EDITOR-IN-CHIEF

John F. Baker

EXECUTIVE EDITOR

Daisy Maryles

MANAGING EDITOR

Ellen Mangin

SENIOR EDITORS

Madalynne Reuter *News*
Genevieve Stuttard *Forecasts*
Allene Symons *Bookselling & Merchandising*

SENIOR ASSOCIATE EDITORS

John Mutter *Paperbacks*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSOCIATE EDITORS

Sonja Bolle *Bookselling & Merchandising*
William Goldstein *Trade News*
Penny Kaganoff *How-To Books*

ART DIRECTOR

Maureen Gleason

COPY EDITOR

Loretta Lettner Wilson

RESEARCH LIBRARIAN

Miriam E. Phelps

ADMINISTRATIVE ASSISTANT

Isabell L. Taylor

EDITORIAL ASSISTANT

Evelyn Etheridge

CONTRIBUTING EDITORS

Carolyn T. Anthony, Robert A. Carter,
John P. Dessauer, Kimberly Olson Fakih,
Gayle Feldman, Jerome P. Frank,
Chandler B. Grannis, William Griffin,
Jean F. Mercier, Paul S. Nathan,
Carol E. Rinzler

INTERNATIONAL CORRESPONDENT

Herbert R. Lottman *Paris*

CORRESPONDENTS

Howard Fields *Washington*
Lisa See *Los Angeles*
Beverly Slopen *Toronto*
Bob Summer *Southeast*

EDITORIAL PRODUCTION MANAGER

Jane Perkinson

SENIOR PRODUCTION EDITOR

Nancy Brown

PRODUCTION EDITORS

Cheryl Brown, Victoria Cervantes,
Andrew Williams, Ann Yazejian

ADVERTISING PRODUCTION MANAGER

Elizabeth Crocker

ADVERTISING TRAFFIC COORDINATOR

Leonora Waters

ADVERTISING PRODUCTION COORDINATOR

Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT

MigDalia D. Afflick

DIRECTOR, ADVERTISING SALES

Alan Schlanger

CLASSIFIED ADVERTISING MANAGER

Frieda Johnson

PUBLISHING MARKETPLACE MANAGER

Jane Belostock

CIRCULATION DIRECTOR

Joan Roman

CIRCULATION MANAGER

Christine Duffy

FEATURES

ABA '87: A Success on Many Levels 71

The Breakfast Circuit . . . Support for the Censorship Fight . . . Relaxed Annual Membership Meeting . . . Foreign Business: Flourishing . . . Children's Books: A Junior High . . . Big Deals for Small Publishers . . . Around the Panels

Convention Issue Editors: Allene Symons and Sonja Bolle

Photography: Helen Marcus and Nancy Crampton

DEPARTMENTS

NEWS OF THE WEEK 16

Arbor House to Become
Imprint of Morrow

Sen. Cochran Again Introduces
Writers' Work-for-Hire Bill

Price/Stern/Sloan to Buy
HP Books for \$14 Million

Soviet Delegation to U.S. Pro-
poses More Copublishing

Cross Currents

Judge Rules Against Maxwell,
Clearing HBJ Proposal

AAP Sales Report for April

House Votes 401-1 to Extend
Education Programs

Boorstin Delays Resignation

Bertelsmann Hails U.S. Mar-
ket; 10% Sales Rise at Bantam

A Look at the Books

House Unit Would Void Postal
Subsidy

'No Moon in Most Bedrooms':
A Judicial Word on Libel

4th Zimbabwe Fair to Be Held
in August

BOOK DESIGN & MANUFACTURING 47

Book Manufacturing—A
Changing World: PW's first

COLUMNS

Highlights 11

Calendar 13

People 33

Southern Spotlight 36

My Say: R. D. Zimmerman . 39

bookmaking seminar examined
implications of the new tech-
nology and the pros and cons
of printing overseas

Krueger Buys Nelson's Inter-
state Book Mfrs.

TRADE NEWS 57

Bestsellers Revisited? 111
Authors Who Have Had Best-
sellers Are Up at Bat Again
This Fall

AUDIO/VIDEO PLUS 96

Audio and Video at ABA: Au-
dio publishers appreciate a
calmer approach, but video ex-
hibitors encounter more obsta-
cles

Audio and Video: The Booksell-
er's Perspective

PW INTERVIEWS 104

Lady Antonia Fraser

FORECASTS 107

Nonfiction 107

How-To Books 110

Fiction 113

Paperbacks 118

Talk of the Trade 42

Rights 44

Weekly Exchange 122

Paperback Bestsellers ... 126

Hardcover Bestsellers ... 128

SALES OFFICES: Cahn Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-646-0067); Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809); Lynn Myers (212-463-6811).
MIDWEST: Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); SOUTH: Robin Mays, R.R. Bowker Co., P.O. Box 88294, Atlanta, Ga. 30356 (404-996-2824); WEST: James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101); NON-U.S.A. representatives: Canada: Claude Choquette, Montreal/Contacts/The Rights Agency, Montreal and Toronto, France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France; Germany: Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmshamer, Zurich, Switzerland; Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan; Japan: Tom Mori, Tuttle-Mori Agency, Tokyo; Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden; Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain; United Kingdom and Ireland: Alan D. Brett, The Patis Group, London (01-427-9000). Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

CROSS CURRENTS

De-oranging Dalton: After five years of trying to persuade management to change to a more contemporary color, Ray Mazorol, Dalton's director of architectural design, says he went to the chain's new chief, Len Riggio, who, observing that orange was good for Halloween and Princeton, promptly said, "Change it!" Mazorol, writing in the Dalton newsletter, doesn't reveal what the new color scheme is, but it will first appear this summer in Store #183 in the Aurora Mall in Denver.

For a brief time the *New York Times* bestseller list recording announced that the #14 fiction best-seller for June 14 would be *More Die of Heart Attack*.

Through agent Bill Adler, Gary Hart is offering a 15-page outline about his career that makes no mention of the reasons for aborting his campaign for president. No one is saying whether Morrow, which cancelled Hart's third book, is looking at the new proposal. Announced for September publication, *One Man's Luck*, "compiled by Jeremy Rosner with Gary Hart," was to be a collection of reminiscences and speeches and was billed in the Morrow catalogue as "An 'only in America' success story of one of our most important leaders." Hart's novel, *The Strategies of Zeus*, published in March, did not take off as well as the first one, *The Double Man*, written with Sen. William Cohen.

According to the *Independent* of London, the British government will not attempt to exercise prior restraint against *Spycatcher*, the controversial memoirs of Peter Wright, retired official of Britain's Secret Service, that Viking will publish in the U.S. next month. The Thatcher government has so far prevented Heinemann from issuing the book in Britain and Australia.

Susan Sontag, one of America's leading intellectuals, has been elected president of PEN American Center. She succeeds novelist Hortense Calisher.

Meanwhile, the New England branch celebrated the founding of the prize that was meant to be. Andre Dubus became the first recipient of the \$5000 Sheaffer-PEN New England Award for Literary Distinction. The award, which is to be annual, was founded by Shaeffer Eaton, which makes Shaeffer pens as well as stationery, and honors an author "with strong New England ties" whose work may not have received the national recognition it deserves.

If you picked up from the Atlantic Monthly Press booth at ABA a bound copy of a short story from Richard Ford's collection *Rock Springs*, hold on to it—it may become a collector's item. After the sampler was printed, Ford wrote a different ending to "Children" that will appear in the finished book.

Judge Rules Against Maxwell, Clearing HBJ Dividend Proposal

In the hostilities between Robert Maxwell and William Jovanovich, a federal judge ruled against Maxwell when at 8:30 on the morning of June 8 he attempted to prevent that day from serving as the record date for the issuance of a special dividend by Harcourt Brace Jovanovich.

This particular battle hinged on the value of debentures, of which Maxwell's British Printing & Communication Corporation owns \$9.49 million. BPCC also owns nearly 2% of HBJ common stock.

The special \$1.6 billion dividend of \$40 per share is part of HBJ's \$3 billion recapitalization plan to thwart the takeover bid by BPCC. BPCC had sought an early-morning injunction to prevent HBJ from using June 8 as the record date or from setting any other record date "until HBJ is in a position to provide full and fair disclosure to the holders" of convertible subordinated debentures issued last March with an aggregate principal of \$200 million. Under HBJ's indenture, the debentures are convertible into HBJ common stock at the conversion price in effect at the time of

conversion. The indenture establishes an intricate formula to be used in determining the conversion price in the event of a dividend or other distribution in common stock.

"As a result of the special dividend's size," wrote Judge John F. Keenan of federal district court in Manhattan on June 9, "it now appears that the formula would result in a negative value for the conversion price as of June 9. For this reason, plaintiff seeks the extraordinary measure of enjoining HBJ from establishing a record date for a conversion of debentures."

Judge Keenan ruled that BPCC's "dramatic last minute attempt to prevent a record date was hardly made in a timely manner and is not persuasive" since it knew of the formula's provisions and the record date well before June 8.

If BPCC wanted to get into the dispute involving debenture conversion, the judge suggested that BPCC go to the Florida state court where Sun Bank, trustee for debenture holders, is in litigation with HBJ seeking clarification on the conversion price.

AAP Sales Report for April

Category	% change, April	% change, YTD
Adult hardcover	2.6	12.8
Adult paperback	41.8	22.2
Juvenile hardcover	-5.0	19.6
Juvenile paperback	30.6	29.6
Univ. Pr. hardcover	6.0	6.0
Univ. Pr. paperback	58.9	36.9
Bibles, etc.	23.2	-3.9
Mass market paperback	-6.4	-3.3
Book club	7.5	12.3
Mail order	3.8	1.7
Sci-tech	9.9	14.3
College texts	-30.0	4.4
School texts	1.8	3.3

BOOK DESIGN & MANUFACTURING

EDITED BY JEROME P. FRANK

Book Manufacturing: A Changing World

PW's first bookmaking seminar examined implications of the new technology and the pros and cons of printing overseas

Photos © Marianne Yen



A full house of publishers, manufacturers, vendors and librarians paid close attention to speakers at Publishers Weekly's Book Manufacturing Seminar

BY JEROME P. FRANK

Against a backdrop of intense industry interest in new technology and printing choices, and the continuing search for new and better ways of holding down bookmaking costs, book manufacturers, publishers, paper and machinery suppliers, and many others, came together June 8 at the New York Helmsley Hotel to attend a *Publishers Weekly* seminar called "Book Manufacturing: A Changing World." This was the first major event to focus specifically on the shared interests of book manufacturers and their book-publishing customers, and by all accounts was a considerable success.

Many of the 175 executives and managers took careful notes as speaker after speaker outlined new uses of technology and debated the pros and cons of manufacturing books offshore.

The all-day seminar, introduced by PW publisher Neil Perlman and Jerry Frank, editor of book design and manufacturing, consisted of two panels, "Technology: New Directions," and "Voices of Experience: The Plusses and Minuses of Going Offshore." (See page 52 for the list of participants. Unfortunately, because of a faulty tape, the presentations of Edward McGill, vice-president of production, Random House, keynote speaker on "Book Manufacturing Here and Abroad," and David Zable, vice-president and production director, E. P. Dutton, "Voices of Experience: The Plusses and Minuses of Going Offshore" panelist, were not recorded. Their presentations will appear in the July 3 issue.)

To place the book publishing industry in perspective as a part of the overall economy and within its own

specialized world, economist James Haughey, vice-president of research and economics at Cahners Publishing Company, painted a fairly optimistic picture of the next two years, as, he said, industrial machinery and commodities and foreign trade markets are expected to improve over that period. "We have two good years ahead: 1987, 1988 and well into 1989, without much prospect of any serious problems in the economy."

Prices and Credit

Haughey predicted price rises, but did not foresee a return to the serious price problems of the 1970s and early 1980s, when prices often rose by as much as 1% a month. He also sees a credit-cost creep within the next two years and pointed out that medium-term bank loans and commercial-paper prices have already inched up half a percent or so in the last month—a trend he sees continuing this year and the next. "So whatever your bank or commercial house is charging you now, it may well be 1½% higher by the time we get to the end of next year."

He predicts an optimistic 9.6% increase in consumer book spending this year—about 4% after inflation—and sees a parallel situation going on in retail book sales. "There was no change in sales in 1985 over 1984, then a drop in 1986, and we are expecting to see a recovery of nearly 9% in 1987, or 3%–4% in real volume," he said. For 1988, Haughey sees a 5% gain (although the real gain will probably be marginal), as 1988 turns into "one of the better years in bookstores since the big surges in the late 1970s and early 1980s."

Haughey described the paper market as "fairly strong" and expects U.S. paper production to rise more than 6% this year and more



Discussing the broad vista of new bookmaking technology from electronics and paper to binding and mass market typesetting were, l. to r., Stephen Pekich, Houghton Mifflin, moderator; Henry Mollenhauer, S. D. Warren Co.; Henry Horowitz, Horowitz/Rae; George Alexander, Harper & Row; and Adam Jacobs, Avon Books



Evaluating the pros and cons of printing offshore were, l. to r., Stephen Snyder, Alpine Press, moderator; David Zable, E. P. Dutton; Rusty Porter, Crown Publishing; Paolo Scaramuzza, Mondadori/AME Publishing; and Tony Holley, Mandarin Offset Printing. Keynoter Edward McGill, Random House, was making his presentation off camera

Today's Labor Situation In Book Manufacturing

Total employment	
Book printing	23,900
Printing trade services	41,200
Unemployment rate	
Production workers	6.2%
Wages	
Book printing	\$9.91/hour
Printing trade services	\$12.63/hour

than 7% the next. Paper outstripped the economy last year, he said, and will continue to do so over the next few years, which will, he forecasts, create increased supply pressure in terms of delivery and price on all kinds of paper across the board. "There has not been much pressure in book papers yet," said Haughey, "but we think it will be coming over the next year."

Bleaker Labor Outlook

He painted a relatively bleak labor outlook as far as available entry-level labor is concerned, basing his outlook on the expectation that the 2% to 4% rise in U.S. employment over the past six years will continue over at least the next two, and on the fact that our population and the number of people entering the work force is shrinking. According to the Cahners economist, minimum wages are likely to rise in response to a shrinking entry-level labor force and the new immigration law requirements. Turning to bookmaking equipment prices, Haughey noted that in the year ending March 1985, prices rose more than two to one compared to the overall economy's equipment price rate and that by March 1986 the rate was almost three to one. Since then, he said, the rate has cooled off and he predicted another drop in the coming year. He pinned the price rise to the weak American dollar against continental European currency, a situation exacerbated by the fact that much of the U.S. manufacturers' bookmaking equipment is made in Europe, where, from mid-1980 to last year, prices rose in response to the strengthening Deutschmark, pound, franc and peso. Now, he said, the process has reversed itself. "All of continental Europe's prices are down, which is going to have a positive impact on your market, so we expect to see prices you pay for equipment, whether domestic or imported, rising less slowly than general equipment prices in the economy in the next couple of years."

Sounding a cost warning to publishers who manufacture their books in Asia or who are contemplating doing so, Haughey predicted a rise of 20%-30% in the value of the Korean won and the Taiwan and Hong Kong dollar for the next year or two as those countries try to get their currencies back in line with the rest of the world after having kept their currencies artificially on a par with the U.S. dollar. "So if you

have some supply contracts out there or are considering some," the economist suggested, "keep in mind that you have that risk."

Key Technology in Bookmaking

Cost, time requirements to manufacture, response to customer needs and communication were singled out as the key operational bookmaking factors by keynoter William Thompson, president of R. R. Donnelley & Sons Co. Book Group, who urged book manufacturers to address each of these factors using emerging technology. His company, the largest printing operation in the country, is dedicated to bringing new technology along, as Thompson made clear by announcing at the seminar the creation of a new "engineering effort devoted purely to the book manufacturing operation." This was part of a corporate plan put in effect over the last few months to break up its corporate manufacturing engineering organization, which worked on technology "literally across our company," into engineering groups that will focus on individual products. According to Thompson, from 1985-1987, Donnelley will have spent "over \$75 million on the purchase of technology in our book manufacturing alone."

Looking at new technology developments, Thompson noted that with the advent of desktop publishing

and computer-assisted publishing systems, "It's only a matter of time before all pre-press will be generated in the electronic mode, either by the publisher or printer or a combination of both." He added that the "missing link" is a digital plate maker, and that "until that link is established it is not possible to take fullest advantage of new prepress technology. This is where we, the printing industry and our suppliers, must focus effort."

Donnelley's Priorities

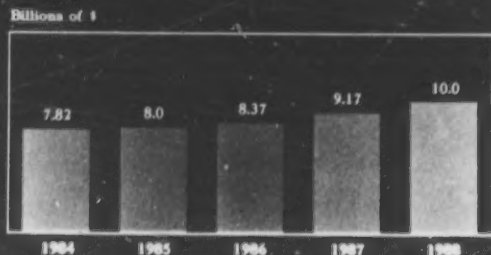
Some engineering work Donnelley is concentrating on includes:

- Use of laser technology to eliminate the film step between electronic preliminary work and the press, a development that Thompson foresees becoming available, at least for one-color work, within five years.

- In the press room, Donnelley is concentrating on reducing makeready time, developing ink fountain pre-set, improving plate register through the use of automated stripping machines and closed loop register controls aimed at reducing makeready time and waste, and integrating these systems to reduce human intervention and the time it takes to receive a press O.K.

- Use of narrower webs to reduce makeready time, primarily because it reduces the time requirement of human intervention to reach that

Consumer Spending for Books





'It's only a matter of time before all prepress will be generated in the electronic mode, either by the publisher or the printer or a combination of both.'

—William Thompson, president, Book Group, R. R. Donnelley & Sons Co. Inc.

O.K. It is Thompson's view that if the printer can integrate reduced makeready time and reduced human intervention with improved production strategies, it will be better able to control inventories and improve cash management for publishers. "And how well we can reduce makeready time will determine how well we can produce for publishers requiring shorter runs as demographics become more important," he stressed.

- Use of automatic count control systems to control waste in the press room. "These systems," he said, "force better crew discipline with their capability to control counts accurately and permit us to reduce waste further by better balance of signature counts."

- Integrated case binding lines. "The bindery operation and other operational factors associated with the bindery possibly offer the greatest potential of improvement over the near term," Thompson said.

- Improving off-line operations, such as casemaking and stamping.

- Materials handling, which is extensive in a typical case-binding operation. Donnelley is beginning to develop robotics, more flexible palletizers and computer-controlled inventory, all aimed at reducing labor intensity.

- Substrate materials in the book-making process. Thompson sees suppliers working to improve the quality of materials, "but I think we are going to have to work very closely together so materials will keep up as we increase speeds and processes." He explained that "in some cases today because of higher speeds and higher temperatures in the process, we are having difficulty producing quality product with the materials as we know them today."

- The use of computer technology. "Donnelley is developing a computer-integrated manufacturing system for its plants to provide a com-

mon database with on-line access," Thompson said. Such a system, which can provide a direct link to publishers that permits on-line status reporting and information flow and is probably two or three years away, "will not only reduce Donnelley's overhead costs, but provide publishers and others in the process with more rapid and effective response to information needs."

Taking on Computerization

Computer-assisted publishing systems are also a high priority item at Houghton Mifflin, which is committed to developing editing systems that will enable editorial staffs to be more efficient and productive, according to Stephen Pekich, HM's vice-president of production and moderator of the seminar's technology panel. One such system HM is experimenting with is in-house pagination. Pekich told the audience that HM has developed its own proprietary coding systems for some classes of publications, has continued to create and manipulate databases for its reference products—which it has done since the 1960s—and continues to computerize such production and manufacturing functions as production cost estimating, purchase orders, accounting, paper storage and, shortly, invoice processing of production work.

The application of computer-assisted book-publishing systems is very much the domain of panelist George A. Alexander, director of publishing systems at Harper & Row Publishers, who was responsible for overseeing the installation of the 16-terminal Penta system at Lippincott, Harper's medical publishing subsidiary in Philadelphia (PW, Oct. 4, 1985). Alexander told his audience what they should consider before taking advantage of systems technology, based on 15 months' experience with the Lippincott system. For example, Alexander sees

the copy editor as the all-important bridge between the author's electronic manuscript and the typeset result, and until the copy editor is automated he feels the system cannot be installed successfully. To do this, he said, the copy editor "must have a facility that we call edit trace, a record of the editing to present for the author. There is for most book publishers an obligation to the author to show what has been changed, not merely the final edited manuscript, but actually what the old was and what the proposed new is and give the author a chance to respond." He pointed out that with ordinary word processing, one does not get that editing record.

In many cases, Alexander said, the publisher will need new equipment and new training for the copy editor because most of them have always worked on paper. Alexander feels the publisher must take the initiative in making changes to accommodate the system, including taking the task of managing copy flow to a new level and gaining new expertise. "This is not going to be easy," Alexander observed, "but I feel it's necessary if we are to have the promise of electronic aids to publishing work out."

Working with Vendors

Adam Jacobs, vice-president of manufacturing and design at Avon Books, a part of the Hearst Corporation, identified several areas as sources of potential savings:

- "Because of the keen competition among mass market book publishers," he pointed out, "we favor the package and the cover, so we investigate color separators carefully—in the type of equipment they use and in the way they communicate." Jacobs said a publisher can handle separations in two ways: "We can hand the separator a handful of transparencies and simply tell them what is wanted and leave the rest up to them, which means we'll get back proofs that are the separator's version of what is needed, or we can prepare the transparencies by ganging them in sequence and give enough information to let them know what we are looking for plus a mechanical that specifies exact dimensions and layout. Using this approach, we will more than likely get back what we want and it will save a lot of time on both sides."

- "Avon publishes 25–30 new titles a month, which means we deal in high volume," Jacobs explained.

"Therefore, we try to work out volume arrangements with our vendors. This gives them an opportunity to even off their peaks and valleys and gives us an opportunity to work with companies we feel will cooperate to meet our needs."

Lighter-Weight Paper Demand

The need for consistent production of quality products was also stressed by Henry Mollenhauer, national marketing manager of book publishing and magazine papers at S. D. Warren Company, who pointed out that the market today not only demands consistent quality paper, but paper that can keep up with press design upgrades. Publishers today want lighter basis weights, better printing surfaces and better web press runability, Mollenhauer said. He pointed out that paper can be 50% of the manufacturing cost of a book and a reduction in basis weight can provide an opportunity to hold manufacturing costs down. Mollenhauer stated that the paper industry has responded to the need for lighter-weight paper by providing coated free and groundwood products in weights as low as 40 pound that are able to support the increasing use of four-color in college textbooks.

The Warren executive also noted that the paper industry has created better surfaces to take the increasing use of color and better web press runability to reduce waste. According to Mollenhauer, an hour of press time on a five-unit web can be worth \$800. "Holes, tears and other web-stopping defects are totally unacceptable. Today, it's not uncommon to run 40,000-50,000 impressions on a four-color web without a wash-out." Stressing the paper industry's help in the printers' war on waste, Mollenhauer said "a reduction of 1% waste on a 38-inch web can be worth approximately \$150,000 over the course of a year.

Mollenhauer said the paper industry provides better and more consistent product by using statistical process control (SPC), a method of understanding and controlling process variability. He pointed out that the industry's traditional use of elaborate inspection systems to produce quality products does not necessarily produce quality consistently because "you cannot inspect quality into a product." He added that SPC is also being applied by some U.S. printers "and the combination of SPC at the paper mill and the printer level will ensure con-



Stephen Pekich: "Houghton Mifflin is committed to developing editing systems that will enable and support our editorial staff to be more efficient and productive"



Henry Horowitz: "New bookbinding techniques and automated advances are being introduced constantly, not only in cost-saving equipment, but in people management and materials-handling innovations as well"

tinuing improvement in quality and consistency of the end product."

Mollenhauer said the net result of the combination of paper trends over the years will continue to be the introduction of new and unique products to meet changing demands in the publishing industry. One example of a new concept in papermaking he cited was Warren's recent introduction of a new product called Glare-Free Gloss, which takes the best features of gloss-coated and matte-coated sheet and combines them into one product (PW, May 15).

Binding Faster at Less Cost

Henry Horowitz, president of Horowitz/Rae Book Manufacturers,

pointed out that it is no longer "business as usual" in binderies today. "The question we are now asked," Horowitz said, "is how much faster and less costly can you produce books tomorrow?"

Horowitz's answer was to explain how one bindery—his own—is achieving that goal. "For juveniles, where we enjoy some measure of expertise," Horowitz said, "we have re-designed a Sheridan in-line continuous gatherer, stitcher, side sewer and trimmer, which we call a GSST, to combine four distinctly different operations. We use it primarily for side-sewn, library-style juveniles at a considerably lower cost." Also, his company has on order high-speed, 140-signature-per-minute sewing machines with a three-pocket collar that eliminate off-line gathering, stacking, moving to sewing department, sewing and re-stacking. He explained that the new sewer will have a "revolutionary cutoff mechanism" to eliminate a hand operation. "We plan to conveyorize the separated books to a back gluer and tape reinforcing machine, then feed directly into a single book trimmer, completing the in-line operation."

Horowitz added that as important as savings from the sewer may be, "it pales before the gains possible in casemaking and casing-in. We are planning to acquire a machine designed to case-in juveniles at speeds of up to 160 books per minute, quadrupling the speeds on existing lines." He noted that before one can justify spending upwards of \$750,000 to accomplish casing-in 9600 books per hour, a continuous volume of work must be available. "The big question is, can the pipelines be kept filled? My concern is that the potential capacity to produce may exceed the demand."

Horowitz explained that high speed casemakers are also available, units that can produce covers at 120 cases per minute (triple the speed of more conventional casemakers), at an investment of close to \$500,000 each. "But can the expenditure be justified when so much casemaking hardware already exists?"

A New Paperback Binding

In an important announcement, Horowitz disclosed that his company is studying the possibility of introducing in the U.S. a style of paperback binding from Finland called Auto-bind, in which cold glue is applied to the backbone and a paper cover is

Agenda for the PW Book Manufacturing Seminar

James Haughey, vice-president of research and economics of Cahners Publishing Co.: "Trends in Paper, Printing, Binding and Electronic Publishing"

Keynote speaker: William Thompson, president, Book Group, R. R. Donnelley & Sons Company Inc.: "How Emerging Technologies Impact Book Manufacturing"

"Technology: New Directions"

Panel moderator: Stephen Pekich, vice-president of production, Houghton Mifflin.

Speakers:

George Alexander, director of publishing systems, Harper & Row:

"Speeding Output with Computer-Assisted Book Publishing Systems."

Adam Jacobs, vice-president of design and manufacturing, Avon Books: "New Approaches to Paperback Manufacturing and Their Affect on Costs."

Henry Mollenhauer, national marketing manager, publishing papers, S. D. Warren Company: "Trends in Book Publishing Papers."

Henry Horowitz, president, Horowitz/Rae Book Manufacturers Inc.: "New Bindery Technology and Its Impact on the Book."

Keynote speaker: Edward McGill, vice-president of production, Ran-

dom House: "Book Manufacturing Here and Abroad"

"Voices of Experience: The Plusses and Minuses of Going Offshore"

Panel moderator: Stephen P. Snyder, president, Alpine Press and 1987-88 president of the Book Manufacturers' Institute

Speakers:

David Zable, vice-president and production director, E. P. Dutton

Rusty Porter, vice-president and production director, Crown Publishing

Tony Holley, director of sales and marketing, Mandarin Offset Printing
Paolo Scaramuzza, sales manager, book manufacturing, Mondadori.

affixed only along the hinge, allowing the backbone of the book block to be free of the cover, much like the binding of most hardcover books. Because the binding allows the pages to lie flat, Horowitz explained, it affords the book buyer "the ultimate goal of all our combined efforts, a more pleasurable read."

The president of Horowitz/Rae also described his company's Flexibook binding as a binding style between hardcover and paperback. "It has the appearance of a hardcover book, but is flexible, like a paperback," he said. "It uses the same book block, either sewn or adhesive, notch or spiral bound, and is cased-in, like a hardcover. The difference is that the Flexibook is cased into a flexible 8-25-point pre-printed and laminated paper cover."

Breaking the Offshore Barrier

During the panel on offshore manufacturing, Rusty Porter advised caution when considering offshore work. The vice-president and production director of Crown Publishing—which, together with its Outlet Publishing Co., brings in a very significant majority of its color work as well as a little black-and-white from offshore—warned publishers interested in having books manufactured offshore "to be very careful. This is not a market for the faint of heart." In fact, it took Porter some seven years before she acquiesced to pressure from her marketing department as well as from her own production director, who had made the grand tour to manufacturers in the Pacific Basin, to go offshore with Crown's color work. Now she has been doing Crown's work abroad for eight of her 15 years with the publisher. "My sense of what it's like to work offshore is that it's the same

thing as here, only multiplied. You are layering your problems by going offshore," Porter said.

There are things one must get used to, points out Porter: "The inks are put down in a different rotation and it gives you a very different feel. You might like it, you might not. But it's something you have to learn. The papers themselves are terrifically different. I don't think the foreign market is used to the range and character of the uncoated we use."

She pointed out that English "is almost always *not* the first language. There is a clear, distinct and absolute language barrier. Of course you can solve that to some degree with the New York offices." She urged those in the audience who were thinking of getting into the offshore field to have a long talk with their company first. "You've got to have the fullest support on every level, from your marketing people, from your sales people and from your management people. The shipping time from Europe is two weeks. From Tokyo, it's four. From Hong Kong or Singapore, it's five, maybe six. From Australia, it's definitely six. There are no three-week books. Your sales and marketing people must forecast their needs in a way that you have not had to challenge them with understanding before."

"Secondly," she said, "you must have support from your management to travel and you must, as a company, decide how you are going to budget that. The same job you do here in the U.S. you will be traveling, more expensively, to do offshore." She explained that if one is going to deal with foreign printers, "one needs to understand where they're coming from, their milieu. You need to see their plant." She recommended that if the publisher

is a novice in the offshore market, they work through the New York offices of foreign manufacturers. By and large, she said, those New York offices "will take care of receiving your packages of proofs and other materials coming in or going out. They will be taking care of all those customs releases and documentation. And that is an terrific asset."

What does Porter believe is the benefit of going offshore? She felt they were able to buy a little better book at the same price. "How do I feel about being there? I started to say I am an American. I believe firmly in ensuring my own economy and its health, and I frankly love to buy American, and we do so as much as possible." How can a manufacturer bring work back to the States? Porter's answer: "Be all that you can be. Figure out what you do best and do it better. Try to listen to your customers and to your marketplace. Find out what they need. Figure out how to do it. Do it. Sell it. Help us. Teach us. Be there for us. That's one of the things, particularly offshore, that I find the most notable. And more than any other thing in the world, when you tell it, tell it straight and where it's at."

Balancing Offshore Pros and Cons

Two representatives of offshore manufacturing, Tony Holley, manager of sales and marketing, Mandarin Offset Printing, and Paolo Scaramuzza, sales manager, book manufacturing, Mondadori/AME Publishing Ltd., gave their versions of why foreign printers can be an asset to American publishers. Holley, essentially a broker whose firm is headquartered in Hong Kong, described what he considers the benefits and drawbacks of printing abroad, specifically in Hong Kong.

Competition is keen for four-color work, including separations, Holley claims. He disagreed with Porter that language is a barrier. "Most of the recognized companies deal in English," he said, "and there's good Telex, fax and phone facilities available." He noted that shipping is a major benefit, since Hong Kong is now the world's second-largest cargo handling port. This means that "there is excellent service available for delivery for international co-editions." Other benefits he listed include a high level of investment in state-of-the-art technology, particularly in the photographic and printing press areas, and copyright protection in Hong Kong.

The biggest drawback Holley sees is lead time. "This is particularly relevant when you want specific cover materials that have to be brought in." He said that new titles from transparencies and mechanicals to the delivered book in New York would average between 14-16 weeks, including proofs, pages and blues. Reprints take 10-12 weeks.

According to Holley, college and professional products, even those laced with color, are likely to be unsuitable for Hong Kong, both in lead time and in paper quality.

Once the publisher has identified the product to be made offshore, whom does he contact? "Many of the manufacturers you can deal with direct, but there are brokers and agents as well, so the choice is yours."

He added that "brokers normally take significant control of the production process at an early stage and many have offices in Hong Kong with local people who handle production and technical details and interface with the local suppliers. And they may even supply the materials and arrange shipping."

He stressed that brokers can sometimes get much better prices from the same supplier than a publisher can by dealing direct. "This is mainly due to the volume of business that a broker can provide for that supplier throughout the year. And with faster machines and higher productivity, all Hong Kong manufacturers need the added value of business that brokers and agents can bring in to them over and above their established means."

He stressed that "if Hong Kong or any other offshore source meets the price, quality and schedule needs, then a visit is definitely needed to establish the rapport with suppliers

and to convey the quality that is required and also to let them know your special service requirements."

Contributions from Abroad

Because printing varies from country to country and between different printers in the same country, it is necessary to consider their merits and failings individually, cautions Scaramuzza. "The success of many recent titles would not have been possible without the contribution of foreign manufacturers, he insisted, "because this has enabled publishers to produce a high-quality product at a competitive price."

He advised those who have never printed abroad to start out by working with manufacturers with a fully operating office in the U.S. "One of the tasks of the representative's offices is to minimize the possible culture shock that Rusty [Rusty Porter of Crown] mentioned and make the communication as efficient as possible between publisher and printer."

He outlined factors to be considered when placing work abroad:

- The publisher must be prepared to make adjustments to the way they operate. When requesting revised proofs, for example, "We must keep in mind that no matter how fast the people are at the plant, it will take 36 hours for the first set of proofs to get there and 36 hours for the second set to come back."

- The need to travel to plants should be considered.

- The distance between publisher and printer means it will take about 10 days for a container to arrive at the New York dock, with slightly less than a week for clearance and delivery to the warehouse.

- Often stripping and plate making are from positive films, right reading and emulsion side down with no register marks, which means that if a group was originally separated and printed abroad, it might not be so easy to have it reprinted in the States. Not all foreign printers can work from negatives.

- Because offshore manufacturers do not store materials but have them delivered when needed, publishers need to be advised as to when the paper order must be placed and allow delivery time for the paper when scheduling.

Scaramuzza observed that he never met anybody who started going abroad and then suddenly decided to stop it to print exclusively in the United States, "so there must be a good reason for doing so." □

Krueger Buys Nelson's Interstate Book Mfrs.

W. A. Krueger Co., Scottsdale, Ariz., has purchased Interstate Book Manufacturers Inc., Olathe, Kan., from Thomas Nelson Inc., announced Sam Moore, Thomas Nelson's chairman and president and Jack W. Fowler, Krueger's chairman and CEO.

Interstate is a 75-year-old non-union hardcover book manufacturing company that three years ago consolidated its printing and binding operations into a modern 250,000-square-foot plant in Olathe.

Fowler said Interstate will be operated as the Krueger Olathe Division and offer one- and two-color web and sheetfed printing capabilities and all styles of hardcover binding. According to Fowler, the purchase was a strategic move to give Krueger, basically a four-color printer, entry into one- and two-color markets not previously served and to provide backup and expansion of existing markets and back-up bindery capability to Krueger's New Berlin, Wis., book plant. Terms of the sale were not disclosed. Clem Wixten, a Krueger vice-president, will head Krueger Olathe as acting divisional general manager. He was formerly vice-president and general manager of the Jonesboro, Ark., magazine and commercial product division and, earlier, was with Krueger's New Berlin division.

Interstate Book Manufacturers president, R. Gary Armstrong, left that firm to join Nodaway Valley Co., Clarinda, Iowa, as president and chief executive officer of that firm's newly created Publisher's Services subsidiary. Before his top post at Interstate, Armstrong was vice-president of sales at The Book Press in Brattleboro, Vt., and earlier was sales manager in the mid-west for Rand McNally & Co.'s book manufacturing division.

Nodaway's Publishers' Services division includes Clarinda Co. in Clarinda; Editing, Design & Production Inc., Philadelphia; Cobb/Dunlop Publishers' Services Inc., New York; and Sly Litho Inc., St. Paul, a color-separation house. The division's services include: manuscript acquisition and development, editorial and design services, production management, typesetting, four-color separation and composition. □